

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: John Illies
FROM: Natalie Ellis
SUBJECT: Breeze In-depth interviews

DATE: June 28, 1991

In depth interviews to expose new advertising for the brand have been scheduled for July 9 in Englewood NJ. The First interviews will begin at 9 A.M. and the last interviews are scheduled to begin at 6 P.M. Two interviews have been scheduled for each time slot.

Directions:

From George Washington Bridge take Route 4 West. Exit at Grand Avenue/Englewood. It is the first Grand Avenue exit you see. (Do not take Grand Avenue/Leonia exit or you will be going in the wrong direction.)

Bear right off the exit ramp onto Grand Avenue. Continue 2-1/2 blocks on Grand Avenue to Patriot Centre on right (It is a small cluster of colonial style two-story buildings.) Drive up driveway, turn right and park by the last building (5 Patriot Centre). The facility is on the second floor.

Focus Room of NJ
285 Grand Avenue
#5 Patriot Centre
Englewood, NJ 07631
(201) 569-1919

cc:

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